



ARIZONA ASSOCIATION FOR ENVIRONMENTAL EDUCATION

Strategic Plan 2018 - 2021

Summary

With a strong operating framework in place and the EE Certification Program solidly performing, the Arizona Association for Environmental Education (AAEE) will focus on building financial resources, increasing membership, developing partnerships, reaching a broader audience of non-formal and formal environmental educators, reflecting the diversity of Arizona on our Board of Directors and among members, and expanding our professional development opportunities.

Strategy

AAEE will communicate the importance of Environmental Education, fostering an approachable and inspiring network of learners and leaders in the state of Arizona. Our personal mantra is "If you are on Earth, EE is for you!" Relationship-based fundraising will be the driving force behind every initiative and interaction. During years four and five of the strategic plan, AAEE can begin to consider additional endowment income through investing.

Goals

Goal 1: Strengthen AAEE to ensure long-term sustainability

Goal 2: Raise the profile of AAEE

Goal 3: Increase professionalism of the field of EE in Arizona

Goal 4: Foster collective impact toward increased environmental literacy for Arizonans

Vision

A vibrant and ecologically sustainable future for Arizona with a well-informed and engaged population comprised of socially and ecologically responsible people and institutions.

Mission

Educate, Inspire, and Empower one another to actively and responsibly engage in our communities ecologically, socially, and civically.

Environmental Education

You are EE! Environmental education (EE) is an organized effort to empower people and communities to work together towards a more ecologically sustainable future through education about our natural and built environments, and how humans can shift their behavior to coexist and develop sustainably.

Environmental Literacy Statement

An environmentally literate person is someone who, both individually and together with others, makes informed decisions concerning the environment; is willing to act on these decisions to improve the wellbeing of other individuals, societies, and global environment; and participates in civic life.

Core Values

Stewardship

- Share the goal of a healthy planet
- Inspire sustainable practices based on resourceful and responsible interactions
- Encourage environmental, economic, civic, and social responsibility

Critical thinking and evidence-based science

- Think critically to inspire reflective practice, advocacy through education, and an understanding of the influence of bias
- Provide evidence-based content to empower members to use proven techniques and accurate materials in the field

Diversity, Equity, and Inclusion

- Respect the contributions, worldviews, and opinions of everyone
- Embrace the voices of the diverse cultures and populations of Arizona
- Strengthen the field with diversity by honoring social, cultural, economic, vocational, physical, linguistic, and other differences that are essential for our community to flourish

- Foster equitable access to environmental education for all Arizonans

Community Engagement & Collaboration

- Practice collective action for more effective outcomes and greater impacts
- Recognize that everyone in Arizona is a stakeholder in fulfilling a vibrant and sustainable future
- Strive for place-based education to foster healthy environmental ethics, strengthen communities, and promote civic engagement

Innovation and Life-long learning:

- Value people of all ages, affirming that people are never too young or too old to become environmentally literate
- Continuously explore advancements in EE to evolve our strategies and more effectively fulfill our mission

Goal 1: Strengthen AAEE to ensure long-term sustainability

Outcomes:

- AAEE increases its effectiveness in receiving sustaining financial support through annual giving, memberships, grants, and other fundraising strategies
- AAEE has an annual influx of new, qualified members to the board of directors
- AAEE is able to support long-term, paid staff
- AAEE has a clear understanding of member expectations

Goal 2: Raise the profile of AAEE

Outcomes:

- AAEE is actively engaged in the field of environmental education
- AAEE is looked to as experts on environmental education and included in state-level decision making that impacts education
- AAEE is internationally recognized as an award-winning affiliate of NAAEE
- AAEE is accessible to all populations and demographics within Arizona
- The public possesses a strengthened awareness of AAEE

Goal 3: Elevating the profession of Environmental Education

Outcomes:

- Nationally recognized Basic Certification program and NAAEE Accredited Masters-level EE certification programs offered
- Support and connect institutions of higher-education that offer bachelor's and master's level EE programs/courses accredited through NAAEE.
- Increased career opportunities for environmental educators in Arizona
- 50 job postings in Arizona with EE certification as a preferred qualification
- AAEE delivered Professional Development content to formal, informal, non-formal, and non-traditional environmental educators

Goal 4: Foster collective impact toward increased environmental literacy for Arizonans

Outcomes:

- State-level agencies establish partnerships with AAEE
- Diverse stakeholders across all sectors (business, government, education, etc.) are engaged in developing a statewide Environmental Literacy Strategy
- EE strategies utilized in a broad range of educational providers: formal, non-formal, informal, non-traditional